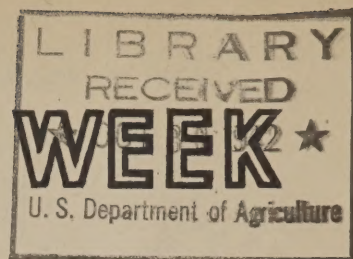


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Reserve



ACHIEVEMENT

NOVEMBER 7-14, 1942



1.913
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Reserve

National 4-H Achievement Week marks the culmination of the work accomplished during 1942 and sets the stage for the results to be attained during 1943.

In some States, community and county achievement days have been conducted for many years. The observance of National 4-H Achievement Week should in no way conflict with the observance of such achievement days already planned or held. Rather, observance of National 4-H Achievement Week should call attention to what has been accomplished by the 1,500,000 4-H members enrolled throughout the Nation and only made possible because of the earnest efforts of all those who have cooperated on a community basis in encouraging the participation of rural boys and girls in the 4-H program. In this way, an opportunity is provided for the reiteration of the accomplishments of 4-H Club members in every community in helping to win the war.

PURPOSES

1. To provide 4-H members an opportunity to report to the Nation their accomplishments in helping to win the war - what they have done as their contribution to the National 4-H Seven-Point Victory Program.
2. To acquaint the rural families of every community with what has been accomplished by their own boys and girls through 4-H Club work in helping to win the war.
3. To give recognition to individual and group achievement through 4-H Club work.

MANUAL OF SUGGESTIONS for County Extension Agents, County Club Agents, and Volunteer Club Leaders. Extension Service, U. S. Department of Agriculture.

4. To develop 4-H plans for the ensuing year based on results to date.
5. To encourage rural young people not yet enrolled in a 4-H Club, to join.

SUMMARY OF NATIONAL PLANS FOR THE WEEK

National 4-H Achievement Week may be the means of calling attention not only to the total 4-H accomplishments in helping to win the war, but also to the local and county results even though community or county 4-H achievement days have already been held.

1. National broadcast of Farm and Home Hour, November 7.
Total 4-H accomplishments in helping to win the war.
2. Message to all 4-H members by Secretary of Agriculture.
3. Total accomplishments by 4-H members in helping to win the war in community, county, State and Nation.
4. Commercial plugs on radio programs.
5. Achievement posters.
6. Commercial cooperation; window displays of 4-H war effort.
7. Magazine articles.
8. Weekly papers, extra editions.
9. Editorials in newspapers.
10. Plugs over Farm and Home Hour throughout week.
11. 4-H exhibits, especially of garden and canned products.
12. Community and county achievement meetings.

SUGGESTIONS FOR LOCAL 4-H ACHIEVEMENT MEETINGS

1. Increased importance achievement meetings this year because of tire and gas shortages.
2. Community 4-H Achievement programs.

In town hall or some other community place.

4-H exhibits on display, also 4-H posters and pictures illustrating work done.

All parents and neighbors of 4-H members encouraged to attend.

3. Program features.
 - 4-H music.
 - Pledge of allegiance and 4-H Club pledge.
 - Awards to members who have achieved.
 - Awards to local volunteer leaders.
 - Public demonstrations showing what can be done locally to help win the war.
 - 4-H citizenship ceremonial.
 - Feature speakers at local meetings.
 - Report of special wartime activities by 4-H members:

- (1) Amount of food produced, number of 4-H Victory Gardens, etc., in the 4-H Food for Freedom program.
- (2) Amount of food conserved through canning, drying, and storing.
- (3) Number taking first aid, home nursing.
- (4) Number helping with the farm-labor shortage.
- (5) Number cooperating in fire-prevention, farm and home safety activities, Red Cross activities, OCD activities,
- (6) Number of club members participating in discussions on the democratic way of life, the "good neighbor" policy, and the issues of the present world conflict.
- (7) Amount of war bonds and stamps sold by 4-H members.
- (8) Number of members buying war stamps and bonds.
- (9) Number of pounds of paper, rubber, aluminum and other scrap metal collected.
- (10) Amount of literature pertaining to the war effort distributed.
- (11) Number serving as air-raid wardens or spotters.
- (12) Number engaging in other emergency activities.

Emphasis on conservation and care of clothing if a 4-H dress revue is held.

Contests in judging and demonstration teamwork.

Cooperation with local organizations such as the Farm Bureau, Grange, Farmers' Union, Chamber of Commerce, etc.

In some States, plans for a special achievement day include an achievement program in the morning, a noonday lunch, and recreation programs in the afternoon. In other States, achievement programs are held in the evening, a 4-H banquet being the main feature.

4. Other features.

4-H exhibits in store windows, especially of garden and canned products.

4-H posters or stickers on window or on gate of every 4-H member.

4-H posters in town hall, post office, local bank, or other public place.

Local 4-H parade.

Participation in adult programs and reporting what has been accomplished and what is planned for 1943.

PROGRAM FOR 4-H COUNTY ACHIEVEMENT MEETING

Similar to local 4-H achievement meeting.

Pledge of allegiance.

National 4-H pledge.

4-H songs.

4-H band or orchestra, if available.

Report of 4-H victory achievements by president of 4-H council or some other appropriate person.

Broadcast from local radio station.

Victory goals for 1943 based on 1942 achievements by outstanding 4-H local leader.

4-H demonstrations relating to national 4-H Victory Program.

4-H Victory playette.

Address by a prominent citizen.

4-H recognition, awards.

Star-Spangled Banner.

Other 4-H features:

Displays in local store windows, especially of garden and canned products.

Extra edition in county papers, 4-H victory results.

Posters.

Parade at county seat.

Achievement meeting in local theater or auditorium.

Motion picture in local theater.

SOME DETAILED SUGGESTIONS FOR A COMMUNITY 4-H ACHIEVEMENT WEEK

You have been notified of National Achievement Week, of the dates November 7-14, of the broadcast on the National Farm and Home Hour on November 7, and of your State programs tied in with National 4-H Achievement Week. Now for some final suggestions!

First, we recognize that every county extension agent will have a good idea of how best to feature the achievements of his 4-H Clubs and plans for the ensuing year in relation to the National 4-H Victory Program. Most county agents will call a meeting of all volunteer leaders and discuss the whole proposed program for the county and community. The burden of work will fall on the volunteer local club leaders, and in most counties the work this year will be done at club and community levels.

The major objectives in this Achievement Week, as have been noted, are to acquaint each rural community with the results of the National 4-H Seven-Point Victory Program, to give every member an opportunity to re-affirm his intention of setting up goals for 1943 based on achievements to date, especially those affecting production, conservation, and health, and to attract desirable new members.

Every opportunity should be made to emphasize 4-H achievements at club community, and, perhaps county, meetings, by word of mouth and by newspaper, radio, and other publicity. Local club leaders probably will devote an achievement meeting during the National 4-H Achievement Week to giving each member an opportunity to report on his own achievements, if possible to make an exhibit, and to tell what he plans to do during 1943, even though local 4-H Achievement Days have already been held.

Opportunity should be given to 4-H members to induce their friends to come into club work. Parents will be encouraged to cooperate, particularly if they are enabled to see what has already been accomplished and its significance to the total effort to win the war.

To help push both objectives to success, many supplementary methods can be used. A few such methods have been suggested in the outlines included in this manual. These are offered to you as aids or stimulants to your own thoughts and not with the intention that you should try to use every idea described. Discuss these methods at your meetings of local leaders and let each apply the ideas that fit in the community. Some of the ideas offered in connection with community activities can be applied at a county level; others will be workable only with local clubs, even though they are offered as a county project. You are best able to determine which methods suit your local conditions.

Some aids will be supplied from your State office. These will vary from State to State. State leaders will tell you what aids are available from their offices and from other sources. In the end, however, the aids and methods developed locally are the ones that will work best under local conditions. The National Committee on Boys and Girls Club Work, Chicago, Ill., has prepared a special folder on 4-H supplies that will enhance 4-H achievement programs.

Among the local aids are circular letters, leader meetings, 4-H recognition meetings, member solicitation, school talks by members or leaders, local newspaper and radio notices, and similar nonspectacular but effective methods. Sample circular letters are included in the Appendix to this manual.

Carefully planned newspaper stories will probably do as much to publicize results to the community and to "pep up" the membership as anything else. Many of the suggestions given for National 4-H Mobilization Week will be found helpful.

Emphasize the spirit of united effort, of all the small contributions totaling a tremendous production through the combined efforts of 1,500,000 club members. In radio programs, alternate boys and girls, and emphasize not only the production accomplishments but the other accomplishments relative to the National 4-H Victory Program.

About November 1, have merchants show posters or display 4-H products in their windows. If possible, give short talks or an illustrated lecture on 4-H work and what it has done toward the total war effort at this critical time. At all farmers' meetings tell about the increased accomplishments

of 4-H Club members of the local area in helping to win the war, and how proud they should be of these alert boys and girls. Run interviews with successful members in the paper. Call everyone's attention to the opening of Achievement Week on the November 7 Farm and Home Hour, and to your own State and local programs.

Now for Achievement Week! Because of the tire shortage and other difficulties in transportation, county-wide activities may not prove successful in your county, and it may be necessary to arrange your plans on a community level. An information booth in each community may help to tell the story. It may be at the consolidated school or high school, on the commons, in the town park or some other suitable location. The booth may be the focus of much of your mass activity other than club meetings. Arrange to have it attended during certain hours. Have a counter, decorate the booth with the 4-H emblem and such posters or slogans as are recommended for use in your State. Food for Freedom should play a prominent part as should the 4-H Fledge. If the booth is at the school, it should be attended by several club members at opening and closing time, during recess and the noon hour. If possible have a radio installed in the booth so that members of all the clubs in the community can assemble and hear the Farm and Home Hour, on November 7, and other programs, and follow with suitable ceremonies or short talks. The Secretary of Agriculture may address members during the Farm and Home Hour program on November 7.

As a feature of the opening day - and it might well be repeated on the closing day - ask merchants to let you have a window where you can install demonstration teams of 4-H members. Provide several teams or demonstrations for each window and alternate them. A series of small cards describing each step in the demonstration, or a banner listing the steps, should be provided to overcome the difficulty of talking through the glass of the window. As each step in the demonstration is performed, the demonstrator calls attention to the card explaining it or to the listing on the banner. Between demonstrations, display a small poster or card explaining the purposes of Achievement Week.

Wind up Achievement Week with a rally or parade. Hold it the last day to give all the prospective club members a chance to participate. If any club has outstripped the others in getting new members during the year, honor its members by something such as having them review the parade of the other clubs. Repeat the store-window demonstrations after the parade. These will serve the double purpose of publicizing 4-H work and demonstrating good practices.

The time between now and Achievement Week will seem altogether too short unless definite plans are laid now. Many counties have, for years, held successful achievement events.

Massachusetts has prepared a window card to be issued to each member. Other States may do the same. Such a card can also be used on the mailbox. Coat a place on the mailbox, slightly larger than the card, with shellac or clear varnish. Place the card on the shellac as soon as it has become slightly tacky. Then brush it smoothly in place with more shellac and coat it evenly to provide a semiweatherproof covering.

Posters when available can be used in store windows, schools, post-office bulletin boards, and similar public places. They can also be used at club meetings to stimulate the membership.

The movie trailers will be short films, consisting mostly of words, explaining achievements and urging rural young people to join 4-H Clubs, and directing them to the county club agent for information. If these are available in your State, ask your local theater manager to run them with his other trailers. He usually will cooperate. If you can get your local theater to book some 4-H motion picture such as Young America, the 4-H picture starring Jane Withers, for this week, you can make the occasion the rallying point for publicity and membership drive with a booth in the theater lobby and other tie-ins. Young America is distributed by Twentieth Century-Fox, and proved very satisfactory in many places during National Mobilization Week.

It is important to enlist the cooperation of the church. Many ministers are interested, even active, in 4-H work. The plans for Achievement Week should be explained to them. They usually will be glad to cooperate in planning one Sunday during the week for recognition of 4-H achievements. 4-H members may attend church in a body. In a number of communities, 4-H members did this as part of the observance of our National 4-H Mobilization Week in April or Rural Life Sunday in May. If several demoninations are represented in a community, a joint service might be arranged with the club members seated together. This would be a fitting answer to the dictators who permit no religion except worship of themselves.

The close of Achievement Week does not mean that we should stop publicizing 4-H work. Plan well for your follow-up. Keep the Achievement Week alive by writing success stories for the papers, interviewing leading members during your radio programs, holding public demonstrations. Nothing succeeds like success, and people like to hear and read about successful people. In the Appendix you will find material on which your local editor could base an editorial. He will probably like to have, in addition to these facts, stories about local 4-H members who have achieved success through participation in a 4-H Club.

In the Appendix also are several letter suggestions and some designs and illustrations for decorating circular letters.

APPENDIX

SUGGESTED EDITORIAL FOR NATIONAL 4-H ACHIEVEMENT WEEK

Last spring many of our young people joined with other members of 4-H Clubs all over the Nation in a Mobilization Week, mobilizing our rural youth for the war effort. The effects of this mobilization have been apparent all through the summer. Youngsters collecting piles of junk, old iron and steel, rubber, paper, and all the other salvage items called for by the authorities in Washington. They have been more industrious in their gardens, and in helping with the family's farm duties. They did mobilize, not in a rush of excited, then waning, endeavor, but rather in a spirit of doing their share in our main job of eliminating the Axis.

Accounts have been cast up now, and we find what they have accomplished. 4-H members in this county (community) have purchased \$..... worth of war stamps and bonds and have been responsible for the sale of \$..... worth to their elders. tons of scrap metal were collected, gardens totaling acres were started, planted, and utilized, and those families will reap the full harvest during the winter as the canned and stored foods bring a bounty of health and good eating to the table.

But these are not the only achievements of our wide-awake alert 4-H members. Their club projects in helping to win the war are as varied as farming. Boys and girls, both, have had pig, poultry, calf, dairy, and similar projects. Completions ran high this year. In these needed food-production projects completions totaled.....percent, highest ever known among our local clubs. 4-H boys and girls had additional projects in helping to relieve the farm-labor shortage, care of farm machinery, first aid, home nursing, nutrition, food-preparation, and clothing conservation.

The Achievement Day meeting to be held at is only a symbol of the success of these young Americans. Their true achievement lies in their acceptance of the responsibilities of citizenship, ably demonstrated by their discussions regarding the democratic way of life and the "good neighbor" policy, their hard work on the projects, and the methodical way they have gone about learning to be better citizens by working with their hands, head, and heart.

Suggested News Story for Localities Holding Achievement Week on the Same Days as for National 4-H Achievement Week

County 4-H Club Agent Ben Peters has received word that the National 4-H Achievement Week will be held this year from November 7 to 14. High point of the week will be the coast-to-coast broadcast by the Secretary of Agriculture, Claude R. Wickard on the National Farm and Home Hour, November 7.

Plans are being made to have a county-wide celebration at starting at 9:30 a.m. on November 7. A large radio set will be provided

so that all attending may hear the Secretary's broadcast. Preceding the broadcast there will be ceremonies at which recognition will be given to local 4-H Club members for their achievements during the past year. Following the broadcast a lunch will be served in the school cafeteria under the direction of the Green Valley 4-H girls. A program of games and recreation is being developed for the afternoon session followed by a 4-H pageant featuring the National 4-H Victory Program and the results attained.

Suggested News Story for Localities That Held
Their 4-H Achievement Day Earlier

County 4-H Club Agent Ben Peters has been notified that National 4-H Achievement Week will be celebrated the week of November 7 to 14. This annual event will have added significance this year because of the war efforts of 4-H members in all parts of the United States.

Rockwell County had its regular Achievement Day in September and Mr. Peters has prepared a special program for the morning of November 7 in which added recognition will be given to outstanding members of local clubs in conjunction with the broadcast. The meeting, to be held at, will open with the welcoming of new members and a talk on the importance of 4-H work by County Agricultural Agent Frank Jones. Following the broadcast, which will be heard by the members and their guests, there will be a special honor ceremony for former 4-H members now serving in the armed forces. These include: (names of boys and girls who have entered services).

All rural young people between the ages of 10 and 21, whether living on farms or not, who wish to join the 4-H Clubs of the county should get in touch with Mr. Peters or any member of the 17 clubs in the county. Parents who are not familiar with the work of the 4-H Clubs are invited to call on Mr. Peters in his office at the Court House where they may learn all the details.

Sample Letter for Present Club Members
From County Extension Agent

Dear 4-H Member:

Last April we joined with other 4-H Clubs in mobilizing for our part in the war effort. The records show how well we have done. However, this is no time to sit back and rest. The war has been driven closer home by the battles our boys are now fighting. The Solomons, Midway, Dutch Harbor, Dieppe, and other battle points have become familiar parts of our speech. Every one of them signifies a place where Americans have fought for the protection of our freedoms and the restoration of freedom to the enslaved peoples of the world.

The week of November 7 to 14 has been set aside as National 4-H Achievement Week. The results of our National 4-H Victory Program will become a part of the 4-H community record. We can be proud of that record, but we can be

prouder still of our plans and objectives for 1943. We have carried through our 4-H production and conservation projects. We have sold and bought war stamps and bonds. We have collected scrap rubber, aluminum, and iron. But all of that is passed. Now we must look ahead to still greater achievements.

One of our goals is to get every eligible boy and girl in the county into the fight. Now as never before teamwork counts heavily in our success. Make a list of your friends. Check off those who are now club members. Go after the others and show them how it is part of their job as Americans to join with us so that we all together, working at the job, can help to win. Talk to their parents and show them your records; show them how much you get from 4-H work and how it will help your friends if they join with you. In the years ahead millions of men and women will repeat with pride what they did as 4-H members in helping to win this war - the greatest struggle in all history.

NATIONAL 4-H SEVEN-POINT VICTORY PROGRAM

In behalf of new extension agents, a brief summary of the National 4-H Seven-Point Victory Program is given. However, each State is privileged to make such adjustments as seem fitting in keeping with swiftly changing war situations and needs.

The 4-H accomplishments for 1942 are conservatively estimated. The goals set for 1943 are only suggestive. However, in publicizing this National 4-H Victory Program every citizen of this country should be adequately informed regarding the tremendous contributions being made to the total Victory Program by the 1,500,000 4-H members and over 150,000 volunteer local leaders. Moreover, every rural young person throughout the Nation should be reached and given an opportunity through 4-H Club work to serve his country which has always stood for the freedom and growth of the individual.

NATIONAL 4-H VICTORY PROGRAM

Estimated 1942 Accomplishments and 1943 Goals

A Nation-wide program to be carried out by 1,500,000 4-H Club members, 10 to 21 years of age, under the guidance of over 150,000 volunteer adult local leaders and directed by nearly 7,000 county extension agents (county agricultural agents, home demonstration agents, and 4-H Club agents).

I. HELP TO INTERPRET THE NATIONAL VICTORY PROGRAM TO THE COMMUNITY.

Citizenship responsibilities. - "Victory is our objective." "A share for everyone and everyone doing his share." "Our American way of life to be defended at all costs."

The four freedoms of the Atlantic Charter: Freedom of speech; freedom of worship; freedom from want; freedom from fear.

"On the Alert - Always; Learn and Earn; Save and Serve."

II. PRODUCE AND CONSERVE NEEDED FOOD SUPPLIES FOR HOME AND ABROAD.

4-H Accomplishments, 1942 Estimated

4-H Goals, 1943

Garden products	_____	bu.
Poultry products	_____	birds
Dairy cattle	_____	head
Swine	_____	head
Other livestock	_____	head
Peanuts	_____	lb.
Other legumes	_____	bu.
Forage	_____	tons
Products canned	_____	jars
Members helping to relieve farm-labor shortage	_____	

"Food will win the war and write the peace." Help to achieve goals set in the national Food-for-Freedom program and to improve food supplies and food habits of rural people. Help to relieve the farm labor shortage on home farm. Based on your 1942 accomplishments, what goals are you setting for 1943?

III. SAVE FOR VICTORY.

4-H Accomplishments, 1942

4-H Goals, 1943

Scrap metal collect- ed	_____	lb.
Rubber collected	_____	lb.
Paper, burlap collected	_____	lb.
War bonds or stamps purchased	\$ _____	
War bonds or stamps sold	\$ _____	
Members increasing farm fuel sup- plies	_____	
Members participat- ing in 4-H fire- prevention activi- ties	_____	

"Don't waste; save for victory." Collect scrap metal, rubber, burlap, paper, old rags. Go over every bit of farm land in search of metal and rubber. Buy war stamps and bonds. Encourage others to buy. Organize or volunteer to be a member of a local fire patrol in every rural community. Produce and utilize farm fuel-wood supply. Buy only what is needed. Have a part in some conservation program.

IV. DEVELOP OUR HEALTH AND THAT OF THE COMMUNITY.

4-H Accomplishments, 1942

4-H Goals, 1943

Members having periodic health examinations	_____
Members checking food and health habits	_____
Members reporting definite health improvement	_____

Be strong - have periodic health examinations, check food and health habits, check definite physical and mental health improvement, practice first aid and home nursing. Carry on recreational activities in

IV. - Continued.

Members preparing school lunches or packing lunches _____
Meals prepared in keeping with nutritional needs of family _____
Members taking first aid _____
Members taking home nursing _____
Members cooperating on community recreational programs _____

community to help build morale. "Every American stronger than ever before; sturdier in body, steadier in nerves, surer in living."

V. ACQUIRE USEFUL TECHNICAL AND MECHANICAL SKILLS TO MEET WARTIME NEEDS.

4-H Accomplishments, 1942

4-H Goals, 1943

Members remaking and repairing clothing _____
Members canning, drying, storing _____
Members constructing and repairing farm and home equipment _____
Members caring for and operating home equipment or farm machinery _____
Members making useful handicraft articles for the home or home farm _____
Members engaging in farm and home safety, air-raid and other defense activities _____

"On the alert - always." Acquire skills most needed now at home and in your community. Find out what is especially needed to be done in your community and prepare, if possible, to do it. Volunteer services to local Office of Civilian Defense or Red Cross. Help to prepare for possible attack or evacuation. Help others to cooperate. "Learn and Earn; Save and Serve."

VI. PRACTICE DEMOCRATIC PROCEDURES AND LEARN TO APPRECIATE BETTER OUR DEMOCRATIC WAY OF LIFE.

4-H Accomplishments, 1942

4-H Goals, 1943

Democratic procedures and their importance emphasized at 4-H meetings and through 4-H discussion groups. Rights and responsibilities of citizenship stressed. 4-H "Bill of Duties"

Learn to appreciate as never before the importance of the democratic way of life and why it should be defended at all costs through group discussions and practice in democratic pro-

VI. - Continued.

developed. Widespread use of citizenship ceremonial. Also increased use of 4-H pageants and candlelight ceremony to build morale.

cedures in the club, in the home, and in the community. Continue use of 4-H citizenship ceremonial, 4-H pageants, and other patriotic ceremonials.

VII. ORGANIZE 4-H DISCUSSIONS REGARDING SOME OF THE IMPORTANT SOCIAL AND ECONOMIC FORCES NOW AT WORK.

4-H Accomplishments, 1942

Discussions conducted throughout country regarding social and economic forces at work, how to detect deceptive propaganda and how to learn all the facts.

Development of a greater appreciation of what other countries, particularly in the Western Hemisphere, can contribute to our way of life.

Much use of 4-H motion pictures to emphasize "good neighbor" policy. this war?"

4-H Goals, 1943

Develop self-reliance and absolute loyalty to our Government. Encourage more discussions concerning some of the important social and economic forces now at work, at club and community meetings. Increase use of motion pictures of what young people throughout this hemisphere are doing and can do. Ask yourself "Am I loyal in every way to my country? Am I doing all I can to help win this war?"

THE 4-H CITIZENSHIP OATH

We, individually, and collectively, pledge our efforts from day to day, to fight for the ideals of this Nation.

We will never allow tyranny and injustice to become enthroned in this, our country, through indifference to our duties as citizens.

We will strive for intellectual honesty and exercise it through our power of franchise. We will obey the laws of our land and endeavor increasingly to quicken the sense of public duty among our fellowmen.

We will strive for individual improvement and for social betterment. We will devote our talents to the enrichment of our homes and our communities in relation to their material, social, and spiritual needs.

We will endeavor to transmit this Nation to posterity not merely as we found it, but freer, happier, and more beautiful than it was when transmitted to us.

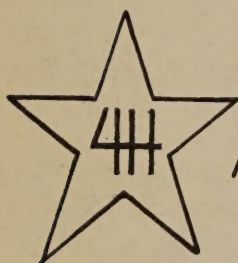


ACHIEVEMENT WEEK



FOR VICTORY

4-H ACHIEVEMENT DAY



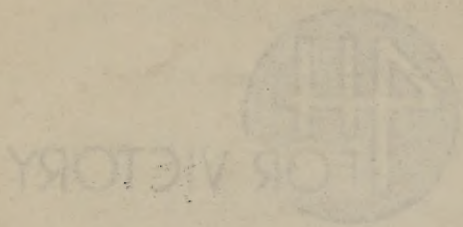
ACHIEVEMENT WEEK

NOVEMBER 7-14, 1942

BONDS FOR FREEDOM

INSURE AGAINST BONDS OF SLAVERY

ACHIEVEMENT WEEK



4-H ACHIEVEMENT DAY

ACHIEVEMENT WEEK

NOVEMBER 7-14, 1945



BONDS FOR FREEDOM
INSURE AGAINST BONDS OF SLAVERY